
Chair of the UK Statistics Authority, Sir Michael Scholar KCB

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Dear David

RSS STATISTICAL LITERACY CAMPAIGN

Thank you for sending to me a copy of your paper establishing the Society's Statistical Literacy Campaign which will be launched on 20 October 2010, the date of the first United Nations World Statistics Day.

As you may have seen, the Statistics Authority has now published the final version of its report *Strengthening User Engagement* in which we look at ways to enhance communication between the producers of official statistics and the users – those organisations and individuals whose decisions and actions are beneficially influenced by the statistics. One conclusion of the report is that there needs to be much better understanding of the use currently made of official statistics and the value to society that flows from that use, and better communication with a wider range of users.

The Statistics Authority fully shares and endorses the goals of the Society's Statistical Literacy Campaign, which are wholly consistent with, and supportive of, the conclusions of this report: to create awareness of the benefits of statistics (and clearly that embraces awareness of the beneficial use of official statistics); to ensure that users have the numeracy and statistical skills they need; and to improve attitudes towards the use of statistics. We are happy to align the Authority squarely behind the RSS campaign, and wish it every success.

Please do not hesitate to contact my office should you wish to discuss the campaign in more detail or if you need the help and support of the Authority in any way.

With best wishes.

Yours sincerely



Sir Michael Scholar KCB